

# PLANTLAND'S ANNUAL HARVEST SALE!

Continuing through September, October, November



## COLORADO BLUE SPRUCE

(*Picea Pungens glauca*)

VERY SPECIAL

\$1.00

Catalog No. E1

Last spring a sellout! And this fall crop is even better! Plants are a year older and perfect for transplanting. Trees are grown from blue trees and predominate in the blue hues. Plant in full sun and mulch with manure, leaf mold, or nitrogen-rich Plantland Peat to bring out color. Strong 5 and 6-yr-old, twice transplanted, 10-12 in. in height. Will develop into priceless specimens.



## Plantland's DARWIN TULIP RAINBOW COLLECTION

All Holland-grown Darwins of famous-name varieties, hand selected to give you a brilliant rainbow of color. These are big 11-12 centimeter bulbs, your assurance of 100% bloom and straight, perfectly formed, unmarred blooms next spring.

Order early as we quickly sold out of this collection last fall.

Harvest Sale Special  
4 doz. bulbs for \$3.50  
Catalog No. B1

12 for \$1.00

OPEN EVERY DAY  
'TIL CHRISTMAS

SAVE NOW — During Our HARVEST SALE! These Page 1 Specials Will More Than Pay for Your Trip. Plan to Visit PLANTLAND Soon—or by Mail or Phone Today!

Greatest Assortment of Nursery Stock in the Region—Millions of plants on our 500 acres.

IT'S EASY  
TO GET TO  
PLANTLAND  
SEE MAP  
ON PAGE 12



## GRAPE MYRTLE "Watermelon Red"

Large, crinkly showy flowers. Glamour shrub of the South and now we find this new variety will thrive clear to the lowa line and bloom first year from mid-summer to frost.

Harvest Sale Special Only  
Catalog No. S7

\$1.00  
Each



## MIMOSA or SILK TREE

(*Albizia*)

Sensational Southern Belle but hardy at our location. Wonderful floral display of rosy, silky flowers. Tree is small in the north—about 20 ft.—and grows well. Grey-green branches and fine, airy leaves lend a tropical effect. Our 3 ft. plants transplant beautifully and are certainly priced right.

(Container-grown plants—same price  
for early drive-in customers)

Catalog No. 013

\$1.00  
Each



## SILVER-GREEN PFITZER

(*Hetzi glauca*)

One of our finest spreading evergreens. Bluish-silver cast gives splendid color contrast with other shrubs and evergreens. Exceptionally hardy: withstands sun and drought.

12-in. plants, bushy and compact,  
container or field grown, a \$2.00 value

Harvest Sale Special  
Catalog No. E2

\$1.00  
Each



## Evergreen WINTERBERRY

(*Euonymus potens*)

A wonderful broadleaf evergreen shrub. It thrives in deep shade as well as full sun. Glossy, rich, leathery foliage and masses of bittersweet berries in fall and winter. Exceptionally good as clipped or free-growing hedge. No quantity discount.

Very Special 15-18 in. Plants  
Catalog No. BE4

\$1.00  
Each



## FLAMING FIRETHORN

(*Pyracantha*)

Selected Wyatti strain for better growth habit and redder berries. Hardest type we have tested—withstood 10° below zero last winter. Flaming, fiery orange-red berries makes this broadleaf evergreen the showiest of all shrubs in autumn. Excellent for hedging, corner planting or to train against wall or fireplace.

Plants growing in gal. containers,  
Reg. \$1.79  
Harvest Sale  
Special  
Catalog No. BE19

\$1.00  
Each

CONTAINER-GROWN. Drive-in customers, look for this symbol through the pages of our catalog. It denotes the plants that are growing in containers—ready to plant regardless of weather. We have the largest selection of container-grown trees, shrubs, vines, evergreens this side of California.

SO SIMPLE TO  
ORDER BY PHONE

Visit Plantland if you can. If you can't, use handy Order Form from page 11 or order by phone (station call from St. Louis costs you about 50¢). For Landscape Service you may also call—

Phone TWIN OAKS 8-5571

FORREST KEELING NURSERIES  
**PLANTLAND**  
ELSBERRY, MISSOURI

SEE INSIDE

For Complete  
Selection of  
Choice Nursery  
Plants.

Forrest Keeling  
Quality

# Lifetime MULTIFLORA ROSE

"LIVING  
FENCE"



Horse High—Bull Strong  
Goat Tight

THE BEST LIVING FENCE you can buy! That's right, grade for grade you will find our Multiflora definitely superior. Grown by Hugh Steavenson, the originator of Multiflora Rose Living Fence.

Our plants are grown on the best Mississippi bottom ground. Plants receive the best culture, including a feeding of balanced plant-food injected into irrigation water each time plants are irrigated. The result is a "fattened" plant, loaded with nutrients, that is "arin to grow." Folks are amazed at the growth of our plants the very first year! Ordinarily, plants "stand still" the first year while the root system becomes established.

And the fact that we grow and ship more of our living fence plants to more people throughout more of the country than any other nursery means we have been able to hold our price to rock-bottom minimum for quality stock.

## Our Satisfied Customers—Your Best Guarantee

FROM MISSOURI: "I desire 200 more #1 Standard and Thorny Multiflora Rose. None of the 350 I ordered last spring has died. Some of the shoots on some of the plants have already grown 5 1/2 feet." St. Louis, Mo.

FROM OKLAHOMA: "I bought 50 from you last year, and they are wonderful." Oklahoma City, Okla.

FROM TEXAS: "This is a snapshot of a 3-yr.-old Multiflora Rose hedge (stock from your nursery). Has thrived thru Texas drought and grasshopper siege of last summer without irrigation. It borders the road and gets plenty of water from road ditch when it does rain." Ft. Worth, Texas

FROM MICHIGAN: "We planted Multiflora Rose Fence on our place at Pigeon, Michigan, in the fall of 1951—it survived two winters in fine shape and is now a nice fence—canes are 5 to 6 feet long—we're very proud of it." Lansing, Mich.

Millions of Forrest-Keeling Multiflora Rose Plants  
Have Been Sold to Make LIFETIME FENCING

## GUARANTEE

We guarantee that 95% of the No. 1 Standard (and larger sizes) Forrest Keeling Multiflora Rose that you buy from us will live.

If you will notify us during the first summer (before August 15) following planting of the number which do not live, replacement will be made equal to 95% of the number originally purchased.

Conservation grade will ordinarily give excellent survival but we limit the guarantee to 85% because this smaller size is more vulnerable to adverse weather and site.

ELSBERRY, MISSOURI *Hugh Steavenson*  
FORREST KEELING NURSERY

FORREST KEELING MULTIFLORA ROSE is a thick thorny, blossoming shrub that attains a height of 6 to 8 feet. When the plants are set close together (12 inches) in a single row they rapidly form an effective barrier against animals and people.

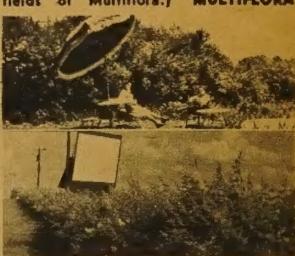
We grow only one type of Multiflora and we think there is none better for hedge fencing purposes. Its growth is somewhat umbrella-like. Canes shoot up 4 to 6 feet or more, then begin to droop with the slender ends of the side canes hanging almost to the ground.

The importance of selecting the right type of Multiflora cannot be over-emphasized. The U.S. Department of Agriculture says "When selecting plants for your fence hedge of multiflora rose, be sure they are erect and have stiff thorns." The University of Missouri, College of Agriculture, has this to say: "The multiflora rose is notorious for variability of form and vigor. Upright, spreading and trailing kinds may be found. Some have thorns, others are thornless. For hedge fence purposes, it is important to select the upright, thorny, vigorous type which grows a mass of dense canes from the ground to a height and spread of about eight feet."



Selecting parent stock  
for thorniness, disease  
resistance and vigor.  
(Note our well-grown  
plants of Multiflora.)

FAGRANT  
BLOOM OF  
MULTIFLORA



Carefree—Inexpensive  
PRIVACY and PROTECTION

## PRICES MULTIFLORA ROSE

### No. 1 STANDARD

Top quality for general fencing. Well-branched. 15-18 in. (before pruning). Caliper 3/16-1/4 in. Husky, heavy, uniform plants. Catalog No. MR-1

100 to 500 Plants 7c  
500 or more plants 5c  
5000 or more plants 4c

### CONSERVATION GRADE

10 to 15 in. (before pruning). Caliper 2-16 to 3-16 in. Balanced top and root.

Catalog No. MR-2

\$3.99 Per 100 Plants  
\$30.00 Per 1000 Plants

### JUMBO GRADE

Extra-heavy plants for quick effect. Stocky 18-24 in. (before pruning). Root-crown caliper 1/4 to 3/4 in. Heavily stemmed. Catalog No. MR-J

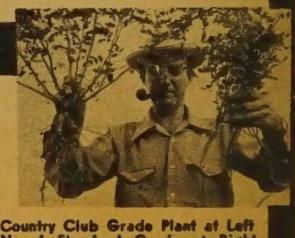
50 to 500 plants 11c  
500 or more 8c

## COUNTRY CLUB GRADE

For estate, country clubs, the home lot and similar uses where a stout barrier or screen is desired in the shortest period choose our giant "Country Club Grade." Top growth 24 inches and up (before pruning). Root-crown caliper 5/16 to 1/2 inch. Catalog No. MR-C.

Plants \$1.19  
Per 100

50 plants \$10.50  
25 plants \$5.95



Country Club Grade Plant at Left  
No. 1 Standard Grade at Right

## Plantland's PARVIFOLIA SCREEN

(*Ulmus parvifolia*)

Rare, rapid-forming and handsome!

For some years tree experts have recognized Parvifolia as an exceptionally fine tree but it has been so scarce as to be virtually unobtainable. We first became acquainted with the merits of Parvifolia from some handsome specimens at the Missouri Botanical Gardens. With some effort we succeeded in propagating the plant and after growing it in our nursery we discovered its amazing merits as a screening plant.

Parvifolia grows very dense and twiggy—yet with great rapidity. It branches right down to the ground and plants a year after planting resemble a boxwood of 10 years growth! Parvifolia means "Tiny Leaved." The small leaves are very dense and almost as dark green as a yew tree. Furthermore, they remain on the plant LONG IN THE FALL when other shrubs are bare and bare. We have not found Parvifolia to be attacked by any disease or pest. It is exceptionally clean and litter-free. It is certainly not fussy as to soil and grows with uniform vigor under a variety of conditions. While it will tolerate some shade, it thrives best in the open. Parvifolia may be clipped to form a low hedge but it is in its full glory as a living screen of 5 or 6 feet. Its light twigs are easily sheared and the screen can then be maintained at any desired dimension.

Parvifolia is so rare we know of no other nursery in the country that has an appreciable supply of plants. Ours is none too abundant. If you want a luxuriant screen for privacy about your home grounds order enough plants now. Plant 2 ft. apart.

Catalog No. H-6

Dense Twiggy 12-in. plants

50 plants (100 ft. of hedge) \$1.150

10 plants (20 ft. of hedge)

\$2.50 25 plants (50 ft. of hedge) \$6.00



## CHINESE EVERGREEN PRIVET

(*Ligustrum sinense*)

The most graceful and handsome of all the privets. Semi-evergreen. We secured a strain of this lovely privet several years ago to test for hardiness. Last winter was the coldest in several years (dipping well below zero) and the plants came through with only minor injury. Foliage is a shining emerald green. Huge panicles of white flowers in mid-July (unless pruned off). May be clipped to any size or shape.

Plant 6 in. apart  
single row.  
Catalog No. H-2

10c  
In quantities of  
25 plants or more



## FLOWERING BUSH CHERRY

(*Prunus tomentosa*)

Excellent shrub for ornamental and fruiting values. Introduced from Japan. Pink buds burst into mass of snowy bloom before leaves appear in early spring. Bright red cherries, 1/2 in. in diameter, are sweet and tasty and are produced in profusion in early summer. Bush grows to 6 or 8 ft. Plant in full sun for abundant flowers and fruit. Set plants 2 ft. apart in row for colorful and fruitful flowering hedge.

Catalog No. H-10

25 for \$3.75 10 for \$1.89 5 for \$1.00



## RUSSIAN OLIVE HEDGE

(*Elaeagnus angustifolia*)

Exciting gray-green silvery foliage. Yellow flowers, silvery outside, in June. Thrives most anywhere. A favorite species for screening and windbreak planting. When not clipped, grows to 20 feet.

Heavy 18-24 in. seedlings. Set 2 feet apart  
for quick-knitting hedge.

Catalog No. H-9 10c  
In quantities of  
25 plants or more

# COLORFUL

# HEDGES



## SUB ZERO LILAC SCREEN

This is a type of old-fashioned Lilac (*Syringa vulgaris*) from the high hills of Austria. Heavy trusses of fragrant lilac-flowers in May. Very vigorous and hardy. Will endure temperatures to 20° to 30° below zero and will prove hardy anywhere in the country.

Foliage rich dark green, dense and leathery. Use as a screen background, living fence or property divider. Lilacs do best in full sun. They relish lime and respond to fertility. Plant a foot apart in a single row for quick forming hedge or screen.

Stocky 2-yr. plants, 12-18 in.

Catalog No. H11

10 for \$2.00

25 for \$3.79

50 for \$7.00

100 for \$13.70



### GOLDEN VICARY

(*Ligustrum ibeta vicaryi*)

At long last! True dwarf, golden leaf plant, perfect for hedging or low edging for beds or walks. Our plants remain bright golden yellow throughout entire growing season. Slow grower, so needs little trimming. Easily maintained at eighteen inches. Plant in full sun for best color effect, on twelve-inch centers in the row.

Sturdy, 10- to 12-inch, 2-year plants

Catalog No. H3

79¢ Each

20 for \$10.00

5 for \$3.49 10 for \$5.95



### RED LEAF BARBERRY

(*Berberis thunbergii atropurpurea*)

Great improvement over the older green Japanese Barberry. Blood-red leaves provide rich color to home grounds from spring until fall and the red berries remain to provide winter color. One of the most serviceable low hedge plants. Requires little if any trimming and grows in most any soil. Noted for ability to withstand dry conditions. Plant in full sun one foot apart for a tight hedge.

Field-grown, 10 to 12 in. plants

Each per 10 33c

Each per 50 30c

Each per 100 28c

Catalog No. H7

Choicest Varieties in

## ORNAMENTAL TREES

at Down-to-Earth Prices



### GOLDEN FLOWERING DOGWOOD

(*Cornus officinalis*)

This whole tree is filled with a cloud of gorgeous golden flowers. Flowers are followed by scarlet edible fruit which may be used in making preserves. Foliage silhouettes and red autumnal color similar to White Flowering Dogwood. A rare tree, to 30 feet with dense rounded habit.

3- to 4-ft. branched trees.

\$3.00

Catalog No. 06

Each



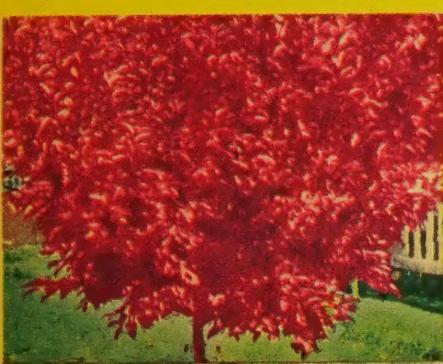
### TREE ALTHEA (Hibiscus)

The beautiful Hibiscus in tree form. A riot of color midsummer thru fall, when few other plants are in flower. Available in the following forms:

Catalog No. 019A Anemoneflorus (pink)  
019B Arden (double blue)  
019C Boule de Feu (double red)  
019D Jeanne d'Arc (double white)

4-5 ft., 5 gal. container trees \$4.50  
Three for \$13.00

Each



### THUNDERCLOUD

Finest of the Purple-Leaf Flowering Plums. The tree reaches only 12 to 15 feet at maturity but bold outline and flaming foliage give a color glow to the home grounds no other tree can duplicate. In the spring, before foliage appears, bright red buds open into pink blushed blooms with deep red throat. Blooms are followed by small red plums that are good to eat. A most colorful and beautiful lawn tree.

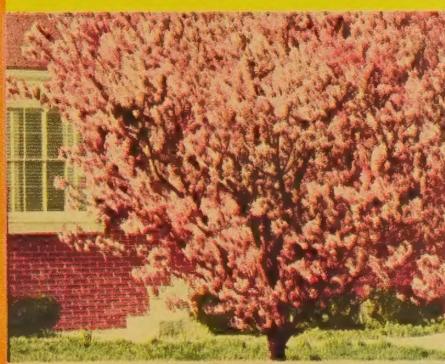
Plants growing in 5 gal. containers, 4 to 5 ft.

\$5.00

Catalog No. 018

3 for \$14.00

Each



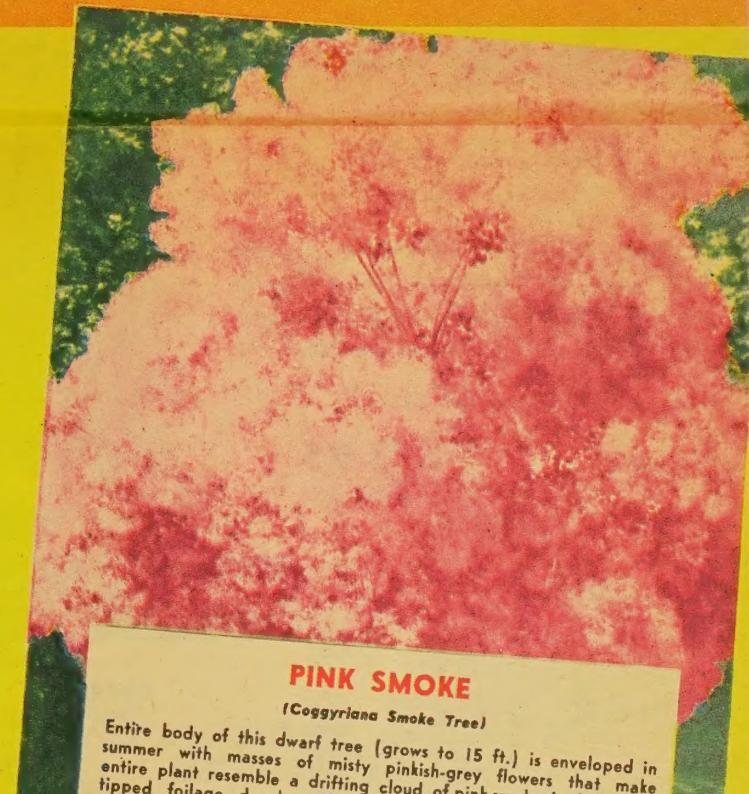
### FLOWERING CRAB, Sieboldi

A sturdy, dense rapid-growing flowering crab with masses of pink buds in early May, bursting into pink-flushed bloom. Reddish-yellow fruits in autumn. A dependable and colorful flowering tree.

4 to 5 ft.  
Catalog No. 04

Three for \$5.00

179  
Each



### PINK SMOKE

(*Cotyledon Smoke Tree*)

Entire body of this dwarf tree (grows to 15 ft.) is enveloped in summer with masses of misty pinkish-grey flowers that make entire plant resemble a drifting cloud of pink smoke. Lush, bronzed-tipped foliage develops fiery red and gold autumnal colors.

Container or field-grown, 2-3 ft.  
Catalog No. 014

\$1.69  
Each



### BLACK GUM

(*Nyssa sylvatica*)

A tree of unsurpassed beauty, and one rarely seen. Pyramidal habit, similar to Sweet Gum, but foliage more dense, lustrous and leathery. Autumn color is the most brilliant scarlet of any tree. An excellent ornamental.

3-4 ft.  
heavy branched  
Catalog No. 01

3 for \$10.00

\$3.50

# PLANTLAND'S

# Select

# SHADE TREES

ORDER by MAIL  
PHONE or DRIVE OUT TODAY  
It's Easy to Get to PLANTLAND  
SEE MAP ON PAGE 12

## OPEN EVERY DAY THRU NOVEMBER

Drive-in Customer Note: Many Shade Trees are available right now, growing in containers. They transplant perfectly regardless of season or weather. See listing under each tree. (Field-grown trees cannot be dug until dormant, about October 15, but may be selected now.)

### SILVER AND GREEN POPLAR

(*Balsamifera*)

An unrivaled columnar tree for screening or accent. Reaches a height of 40 to 50 feet and in a hurry. Trees on our own nursery have shot to 30 feet in four growing seasons. Best of all this tree does not "play out" like the Lombardy Poplar. It is far superior in every respect—character, form, beauty, and long life. Silver and Green has foliage that is bright green above; silver beneath. Smooth, silver-green bark is most attractive winter and summer. Tree forms a narrow shaft of shimmering foliage no more than 5 feet wide when the tree is 25 feet tall. For tall windbreak or screen, plant in a row 5 feet apart.

4 to 5 ft.  
Catalog No. T17

**\$1.75**

3 for \$4.50  
5 for \$7.25  
10 for \$14.00  
20 for \$25.00

### PIN OAK

Fast-growing oak and one of the most popular lawn and street trees. Pyramidal form, dense branching, fine-textured foliage turning scarlet in autumn.

#### HARVEST SALE SPECIAL

5-6 ft. field-grown

Catalog No. T15

**\$4.75**

Each 2 for \$9.00  
3 for \$13.00

### FRENCH ASH

(*Fraxinus excelsior*)

Rare. A favorite shade and street tree in France and other European countries but rare in America. Handsome, hardy and rapid-growing. A fine ornamental tree for shade and street planting.

Catalog No. T22

4-5 ft.

**\$2.65**

Each 2 for \$5.00



### NOTICE—

Postal regulations limit size of packages. Trees over 5 to 6 ft. tall must be shipped truck line or express. The minimum express rate is \$2.00 so you can get several trees delivered as cheaply as one.

### Plantland's SPECIALS

#### CYPRESS

(*Taxodium*)

Beautiful, fern-like foliage, spire-like in habit. 3-4 ft. 5-gal. containers.

Catalog No. T3 2 for \$9.50

**\$5.00**

Each

2 for \$9.50

Each

#### GINKGO or MAIDENHAIR TREE

Rare and picturesquely. Immune to pests.

5-gal. containers.

Catalog No. T-5 2 for \$3.50

**\$1.75**

Each

2 for \$3.50

Each

#### HACKBERRY

Dense-growing, durable shade tree for those difficult growing locations. 5-6 ft.

Catalog No. T-6 2 for \$7.70

**\$4.75**

Each

2 for \$7.70

Each

</div

# HYBRID YEWS

LUXURIOUS . . . DEPENDABLE . . .  
BEAUTY . . . at Modest Prices

## SUPERIOR YEW VARIETIES

Yews (Taxus) are highly favored for home landscape planting. They are very adaptable, will thrive in sun or considerable shade. They make the most luxurious hedges and are widely used in the foundation planting. Yews transplant readily and are easy to grow. They must have a well-drained soil, however.

The older yews (cuspisata forms) proved ill-adapted to the mid-west summers and often too rank in growth. The new hybrid yews—crosses between the English Yew (Taxus baccata) and Taxus cuspidata have proven hardier, far more drought resistant and altogether lovely. The ones here offered have proven to be outstanding in more than a decade of testing at PLANTLAND.

### HATFIELD UPRIGHT YEW

Strong, robust, upright grower. Excellent for accent or for hedging, or to plant against open wall.

Very similar to Hicksi Yew but somewhat fuller and stronger in growth. Catalog No. E11.

(TAXUS)



### BERRYBUSH YEW

(*Taxus media Kelseyi*)

An outstanding bush form, compact growing with dark, lustrous foliage. Loaded with red berries in autumn. Superb for hedging, entrance or foundation planting. Catalog No. E12.

### DWARF SPREADING YEW

(*nana*)

Much superior to common spreading Yew — more compact, dense and shapely. Thick, waxy foliage. Catalog No. E23.

### BROWNII YEW

A natural compact-spreading globe shaped yew of fine dense foliage and graceful, feathery, branchlets. Easily one of the finest Yew varieties ever introduced. Visitors to PLANTLAND have long admired the rows of Brownii facing our parking lot. Catalog No. E10.

YOUR CHOICE OF ABOVE YEW VARIETIES, 10-12 IN. FIELD-GROWN PLANTS

#### HARVEST SALE SPECIAL

10 for \$15.90    6 for \$9.90

\$1.79    2 for  
Each    \$3.50



## So easy to grow

# PINES

### WHITE PINE

(*Pinus strobus*)

A top-notch ornamental tree. Grows to be one of the tallest trees in America but can be held to virtually any size by annual trimming when candles are out (about June 1). At our old nursery site we had a white pine hedge which we held at 3 feet! White Pine has long, soft, flexible blue-green needles, graceful branches. Our most stately and handsome pine. Splendid for specimen planting, or for screens and windbreaks. Unexcelled as a background for flowering trees. Catalog No. E20

12-15", field - \$1.25  
grown plants.    Each

10 for \$9.90    3 for \$3.50  
Also available at above prices:  
Scotch Pine, 12-18 in. Catalog No. E21.  
Austrian Pine, 12-18 in. Catalog No. E6.  
Japanese Black Pine, 12-18 in. Catalog No. E22.

### DWARF MUGHO PINE

Compact ball of stiff dark green needles. New growth in spring resembles candles. Hardy, will grow in dry or rocky soils. Seldom gets more than 3 feet across.

Field or container-grown plants, 9-12" last year \$2.79. Catalog No. E7.

Harvest Sale \$1.79    Pair,  
Special    Each    \$3.50



# THUJA (ARBOR VITAE)

### LITTLE GEM (*Thuja woodwardii*)

A perfect gem of a dwarf evergreen. Stays round as a gazing globe without shearing. Soft, compressed foliage. Thoroughly hardy and thrives in the hottest or coldest situations.

9-12" field-grown plants  
Catalog No. E9

\$2.25    Pair for  
Each    \$4.00

### New NIGRA ARBORVITAE

(*Thuja nigra*)

A hardy, dark green, pyramidal form. Parent of this variety native in Minnesota and Nigra is hardy anywhere in United States. Flat, compressed foliage attractive and colorful year round. Rapid-growing. Use for hedges, screens, foundation plantings.

Hvy. field-grown or container-grown 15-18". \$2.00  
Catalog No. E8    \$2.00 Each  
10 for \$17.50, 6 for \$11.00  
pair for \$3.85



Additional Choice of Ornamental

# EVERGREENS

## ADDITIONAL

### Choice Ornamental Evergreens

Select forms ordinarily available only as high-priced specimens

CUPRESSIFOLIA JUNIPER—brilliant emerald-green foliage of spire-like habit; rapid grower. Catalog No. E13

KETELEER JUNIPER—airy, fine-foliated juniper, grass-green needles winter and summer; pyramidal form. Catalog No. E14

BLUE JUNIPER—also known as Blue Cedar (*Virginiana glauca*). Bright blue foliage year round, powdery, blue berries; broadly pyramidal. Catalog No. E15

BURK JUNIPER—steel-blue color; more compact growing than *Virginiana glauca*. Catalog No. E16

BLUE HAVEN JUNIPER—an intense blue form of Rocky Mountain Juniper. Catalog No. E17

GREEN SARGEANT JUNIPER (*viridis*)—bright green winter and summer. This is a flat, prostrate grower. Catalog No. E18

PFITZER COMPACTA—a more dwarf, compact form of the Pfitzer's Juniper. Catalog No. E19

The above are highly select forms of junipers. They are all hardy and adapted to hot, sunny conditions. They are all growing in gallon containers for perfect transplanting. They grow rapidly into high-value specimens.

Your selection  
6 for \$11.90  
3 for \$6.50

\$2.25  
Each

## Ever Popular JUNIPERS

Choice selections  
at HARVEST SALE  
Special Prices

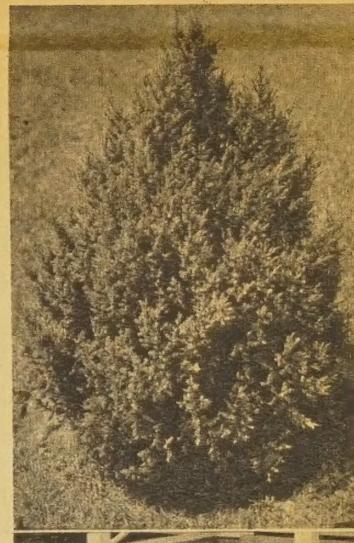
VISIT  
PLANTLAND  
TODAY!

### SPINY GREEK JUNIPER

Compact, cone-shaped evergreen of dense, spiny, glaucous, blue foliage. Prefers sunny location. For entrance and foundation plantings.

Heavy 2 gal. container plants.  
Catalog No. E3

\$2.25    2 for  
Each    \$4.00



### ANDORRA JUNIPER

Our choice of prostrate junipers. Rich, steel-blue foliage takes on warm over-tones of purple in winter to provide year round color. Hardy anywhere and thrives in hot, dry sunny situations.

Hvy. container-grown  
plants, 10-12" spread.

Catalog No. E4

\$1.79    2 for  
Each    \$3.50



### PFITZER JUNIPER

Most universally satisfactory and useful evergreen shrub of them all. We grow thousands and always run short each season. "Just right" for so many locations. Handsome and hardy.

This fall only—container or field grown plants, 12-15 in.

Catalog No. E5

Harvest Sale \$1.79

Special

3 or more \$1.70 each



FORREST KEELING NURSERY

Plantland

Elsberry, Missouri



# PLANTLAND FLOWERING SHRUBS



Customers Selecting Their  
PLANTS at PLANTLAND



## AMERICAN CRANBERRY BUSH

(*Viburnum trilobum*)  
A beautiful shrub adorned with great clusters of ruby-red berries that appear late summer and continue through the winter. Huge white flower clusters, 4 inches across, in early spring. If we could offer you but one shrub for your border, or for screening, or background, we would be tempted to make it American Cranberry Bush.

\$1.79

Catalog No. 542

\$1.79 Each

6 for \$5.00; 3 for \$2.75; Each \$1.00\*

Field-grown 18-24"

Each

Container-grown plants

Each

\$1.79

Catalog No. 541

\$1.79 Each

3 for \$5.00

Each

2 for \$2.75

Each

1 for \$1.00\*

Each

1 for \$1.00

Each

# PLANTLAND'S VINES Are Decorative and Functional

## BULGARIAN IVY

(*Hedra helix* MBG\* Bulgaria)  
(\*MISSOURI BOTANICAL GARDEN)

Truly a superb vine—providing a luxurious emerald carpet for your home grounds. Far superior in hardiness, vigor, character and appearance to any other ivy for use as a vine or shady-area ground cover. Brought to this country by Dr. Edgar Anderson, of the Missouri Botanical Garden (Shaw's Gardens), in 1934. It has proven itself for creating a "smooth green carpet" in shady locations where grass will not grow. Its performance as a vine on stone walls, buildings and tree trunks is equally satisfactory. Its vigor, ease of establishment, verdant foliage and robust growth habit promise to revolutionize the use of ivy as a ground cover and vine in the midwest. Catalog No. V3

**6 plants for \$2.75** **12 plants for \$5.00**  
**100 plants for \$29.50**



Julie Steavenson, daughter of PLANTLAND'S proprietor, examining planting of Bulgarian Ivy in a Clayton, Missouri, garden. Every care is taken to assure propagation from true strain MBG Bulgaria.

## HALL'S EVERGREEN HONEYSUCKLE

(*Lonicera halleriana*)

A favorite ground cover. Evergreen foliage; white, deliciously fragrant trumpet shaped flowers turning to cream color. A vigorous, exotic vine which has taken kindly to American conditions and is well adapted and hardy most everywhere. The Chinese name for this plant means "gold and silver flower," singularly appropriate. Suitable in sun or shade. For ground cover plant on 2-foot centers. Catalog No. V7

**3 for \$1.00** **10 for \$2.95**  
**100 for \$22.50** **1000 for \$187.50**

**45¢ Each**

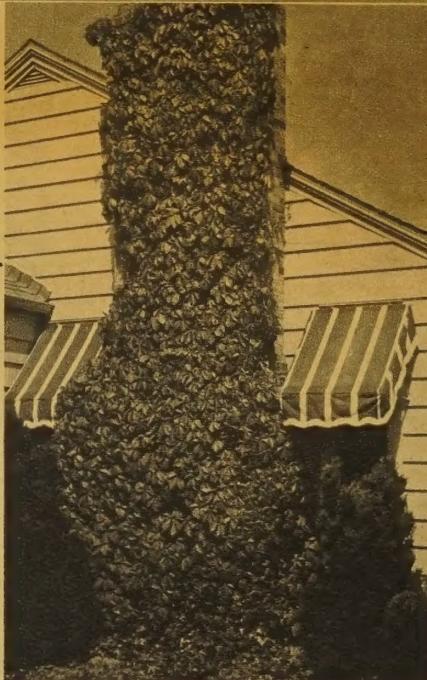


## LARGE FLOWERING BLUE CLEMATIS

(*Clematis-Lord Neville*)

Huge, velvety violet-purple flowers are of a color not shown in any other vine. Many clematis have been introduced but none, in our estimation, rival the glory of Clematis Lord Neville. Grows rapidly through summer and autumn and blooms all summer long. Likes fertile, moist, cool soil and a protective mulch. Use freely on pergola, fence, upright supports or rockeries. Catalog No. V5

**\$1.35 each**



## BOSTON IVY

Queen among vines for growing against concrete, stone or brick. Clings without any support whatsoever! Handsome, lustrous leaves turning scarlet in autumn. Extremely vigorous and rapid in growth, often reaching eave in single season! We have a bountiful production this year; hence this very special price for No. 1 vines.

Catalog No. V2

**3 for \$1.00**

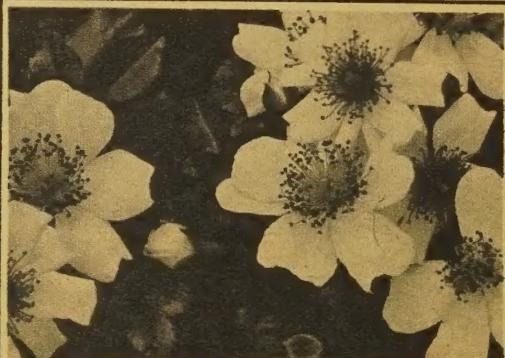


## CHINESE BITTERSWEET

Have a bank or fence to cover in a hurry? These Chinese Bittersweet vines will thrive just about anywhere and will grow on the hottest, sunniest slope imaginable. Right north of our nursery, on the Government station grounds, there is a half-mile of fence completely clothed with these vigorous plants and what a riot of bittersweet color in the fall and winter! If you drive to the nursery, ask any of our folks to show you this planting.

**HARVEST SALE**  
Catalog No. V4

**3 for 1.00**



## MEMORIAL ROSE

(*Rosa wichuriana*)

At last, a superb ground cover for banks too hot and sunny for ivies. It grows flat on the ground where its matting runners tenaciously hold the soil and its semi-evergreen foliage creates a smooth carpet of greenery. White flowers in mid-summer followed by red berries. Hardy, vigorous and pest-free. Plant 2 feet apart. Catalog No. V8

**10 for \$2.19, 50 for \$9**  
**100 for \$16**

**20 Plants \$4**



## BALTIC IVY

(*Hedra helix baltica*)

Hardy form of English Ivy. Excellent vine for covering walls of stone and brick. Equally useful as a ground cover where grass is shaded out, or for shaded embankments. Spreads and covers rapidly. Plant one foot apart.

**Six or more plants**  
Catalog No. V1

**25¢ each**

## PURPLE WINTER-CREEPER

(*Euonymus fortunei* colorata)

Unexcelled broadleaf evergreen ground cover with leaves turning a purplish red in the fall and remaining that color all winter long. Thrives in sun or deep shade. We consider this one of the most useful, effective and charming ground cover plants available.

Catalog No. V10  
12 or more, only

**25¢ each**

# FORREST KEELING'S LANDSCAPE SERVICE

Now available at PLANTLAND — a complete Landscape Department to assist you in your landscape ideas. We have planted any number of schools and institutions, but many more home

grounds from the simplest to the most elaborate. If you live within 100 miles of the nursery, phone or write and arrangements will be made to have one of our landscape men visit you on your home grounds.



## EXCITING BROADLEAF EVERGREENS

**BLACK WAX** (*Ligustrum lucidum*)—beautiful, dark green, waxy evergreen foliage. Occasionally kills back in St. Louis winters, but worth the risk. Catalog No. BE11

**WINTERGREEN** (*Berberis julianae*)—hardiest of evergreen barberries and most elegant. Catalog No. BE16

**STE. GENEVIEVE BOXWOOD**—most reliable of the boxwoods. Catalog No. BE15

**EUONYMUS JAPONICA**—exceedingly bright, shiny foliage. Endures most St. Louis winters. Catalog No. BE13

**PHOTINIA SERRULATA**—Glamorous evergreen shrub with lustrous bronze-tinted foliage, large white flower clusters and bright red berries. Touchy in St. Louis climate, but a garden prize. Catalog No. BE14

**CHINESE SACRED BAMBOO** (*Indocalamus*)—provides a wealth of color with flower clusters in July, bright red berries and foliage autumn and winter.

All above growing in containers

**\$1 79**  
Each

**AMERICAN HOLLY** (*Ilex opaca*)—24 to 30 in., female, northern-type, in 2 gal. containers. Catalog No. BE17

**\$5.00**  
Each

"3-IN-1" HOLLY—3 northern seedling type planted together in gal. container to increase pollination and berry set.

Catalog No. BE18

**\$2.00**  
Each

## PLANTLAND'S

## SPECIAL ORNAMENTAL TREES

### FRENCH PUSSY WILLOW

(*Caprea*)

Huge golden colored catkins bedeck this dainty tree in early spring, making it the best of the pussy willows. As this tree grows to only 20 or 25 feet, it will fit in a corner at any home grounds.

Our heavy plants, growing in 2-gallon containers, will be loaded with "pussys" early next spring!

**SPECIAL**  
Catalog No. 09

3 for  
\$5.00

**\$1 79**  
Each

### SORBUS, or Mountain Ash

When visiting PLANTLAND this autumn, be sure and ask to see our larger Sorbus in the field. These trees will be bearing the great clusters of orange-red berries and are a sight to behold.

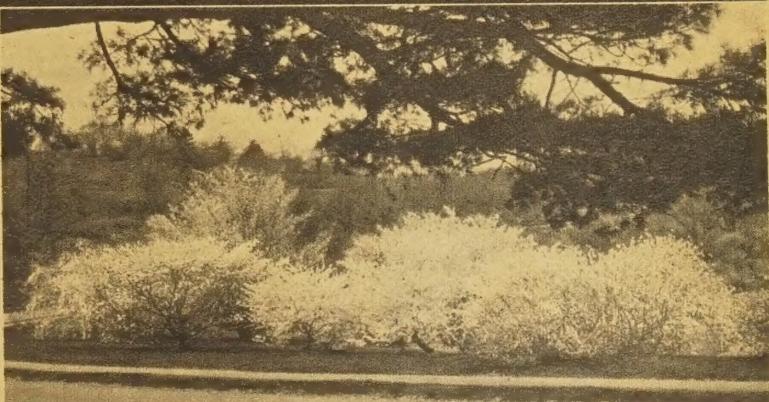
Sorbus, or Mountain Ash, is a most striking and attractive ornamental tree. It has clusters of white flowers in spring and tremendous bunches of bright, orange-red berries in autumn. Fine glossy foliage with fiery fall color. Grows rapidly but of medium height and spread; fine for small lots. Hardy anywhere.

Plants growing in gallon containers 4/5 ft.

Catalog No. 017

3 for \$5.00

**\$1 79**  
Each



### Japanese Flowering Cherry KWANZAN

Acclaimed the most colorful and the hardiest of all the double flowered oriental cherries. Deep pink, double flowers are 2 1/2-in. across. Young foliage is bright reddish-copper color. Two hundred of these trees are growing in the famous Washington, D. C., Tidal Basin planting.

Trees growing in 5 gal. containers, 4/5 ft.  
Catalog No. 02

**\$5.50**

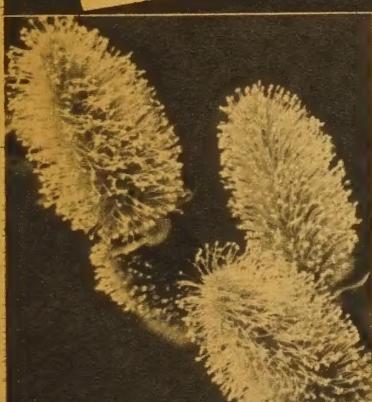
### Japanese Flowering Cherry HIGAN

Similar to KWANZAN but single flowers and growing to 30 ft. Earliest of the Japanese cherries to bloom and one of the most floriferous. Vigorous in growth, lending shade as well as beauty to home grounds.

3/4 ft. trees  
Catalog No. 03

3 for  
\$5.00

**\$1 79**  
Each



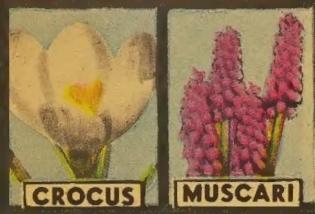
Plantland's  
Spring  
Flowering.

# BULB Sale!

DAFFODIL



HYACINTH



CROCUS

MUSCARI



## KING ALFRED DAFFODIL

Finest of all Daffodils. Huge, fragrant flowers of uniform yellow carried on tall stems. Excellent for cutting. Plant this fall for guaranteed bloom next spring. Perfectly hardy, and bulbs increase each year. Jumbo double-nose bulbs.

Catalog No. B6 \$1.00 pkg. of 10 Bulbs

## CROCUS, MIXED

Spring's first blooming bulbs; quite often will pop up with snow still on ground. You get mixture of yellows, blues, white, purples. First quality Holland bulbs.

Harvest Sale Special \$1.00 pkg. of 30 Bulbs



DARWIN TULIP

**White Flowering DOGWOOD**  
Best ornamental tree native to northern U.S. Nothing equals its flowering effect at break of spring. Bright red berries in fall; dense, lustrous foliage that turns scarlet in autumn; and horizontal branching habit make it a 4-season beauty.  
2-3 ft. plants, container or field-grown  
Catalog No. 011 \$2.00 Each

## Pink Flowering DOGWOOD

Same high qualities as white flowering Dogwood except a gorgeous grafted pink flowering strain.  
3-ft. plants growing in 5-gal. containers  
Catalog No. 07 \$6.75 Each

## SAUCER MAGNOLIA (Soulangeana)

A hardy magnolia and one of the most showy. In early spring before leaves appear tree is loaded with huge pinkish-orchid blossoms, 6 to 9 inches across. Broad, glossy leaves lend tropical appearance through summer.

3' Field Grown \$3.50 Each  
Catalog No. 08 3 for \$10.00

## STAR MAGNOLIA (Stellata)

Similar to soulangeana but flowers double, white and fragrant. Has colorful fruits and fine-textured foliage.

As hardy as soulangeana, but do not plant north of Missouri, Ohio, Massachusetts line.

18-24 Inch Plants \$3.50 Each  
Catalog No. 012 3 for \$10.00

## GOLDEN RAIN TREE (Koelreuteria paniculata)

Unique flowering tree for your garden. In mid-summer the whole tree is a cascade of golden bloom. Golden yellow flowers are borne in long chains—a breath-taking sight when they stir in the breeze. Suitable for planting against walls, corners or elsewhere for a flattering floral display is desired.

Field or container-grown, 2-3 ft.

Catalog No. 010

3 for \$5.00

\$2.00 Each

## Plantland's PICTURE-GARDEN DAFFODIL COLLECTION

Big, fat Long Island-grown daffodils, 10-12 centimeters, guaranteed to bloom. Best display varieties.

Harvest Sale Special \$1.00 pkg. of 20 Bulbs

## DUTCH IRIS COLLECTION

Orchid-like flowers in a fascinating array of colors from pure white through golden yellow, cornflower blue, dark violet and deep purple. Ideal for sunny border and for cutting.

Harvest Sale Special \$1.00 pkg. of 35 Bulbs

## Plantland's HYACINTH MIXED BULB SPECIAL

Excellent, imported Holland-grown bulbs offered in a dazzling rainbow collection. All colors selected from name varieties . . . and all guaranteed to bloom next spring!

Catalog No. B9 \$1.00 Pkg. 6 Jumbo Bulbs

## MUSCARI, HEAVENLY BLUE

(Grape Hyacinths)  
Bloom after crocus. A brilliant vivid blue. These Holland-grown bulbs multiply rapidly.

Harvest Sale Special \$1.00 pkg. of 50 Bulbs

## Plantland's Select DARWIN TULIPS

Finest Holland-grown tulips. Guaranteed to bloom next spring. Our favorites are the following:

**AVALANCHE**—Pure white flowers on stiff 30-inch stems. Excellent for cut flowers. Catalog No. B2A.

**PRINCESS ELIZABETH**—Flowers are vivid rosy-pink. Height 28 inches. Long-lasting blooms. Catalog No. B2C.

**PRINCESS MARGARET ROSE**—Golden-yellow blooms with scarlet edging, a striking beauty. Catalog No. B2D.

**QUEEN OF THE NIGHT**—Deep maroon color, often called the "Black Tulip." Extra large bloom. Catalog No. B2E.

**SCARLET LEADER**—Brilliant scarlet flower on tall, straight stem. Exquisite form. Catalog No. B2F.

**GOLDEN HARVEST**—Splendid lemon-yellow creating a fine showy effect in the garden or border. Catalog No. B2B.

Prices of Above Darwin Tulips

Pkg. of 6 of a variety \$5.50

Pkg. of 12 of a variety \$1.00

## BLUE PARROT TULIP

Huge, robust, dark blue blossoms. Artistically graceful. Splendid for cut flowers.

Holland-grown, top quality

Catalog No. B3 \$1.00 pkg. of 10 Bulbs

## GIANT FLOWER FEATURE

### GIANT RED EMPEROR

Largest, brightest, most spectacular red tulip grown. Huge blossoms open like oriental poppies, revealing a handsome black center, edged with gold. Height to 18 inches. This superb tulip blooms earlier than other tulips. Holland-grown bulbs of finest quality.

Harvest Sale Special \$1.00 pkg. of 10 Bulbs

### NEW WHITE EMPEROR TULIP

Has all the beauty of Red Emperor but with huge, glistening milky-white blooms. Flowers long-lasting and constantly fresh looking. Plant in combination with Red Emperor.

Catalog No. B5 \$2.00 pkg. of 10 Bulbs

PLANTLAND'S

## MUM SALE!

### VISIT OUR BIG MUM FIELD DISPLAY

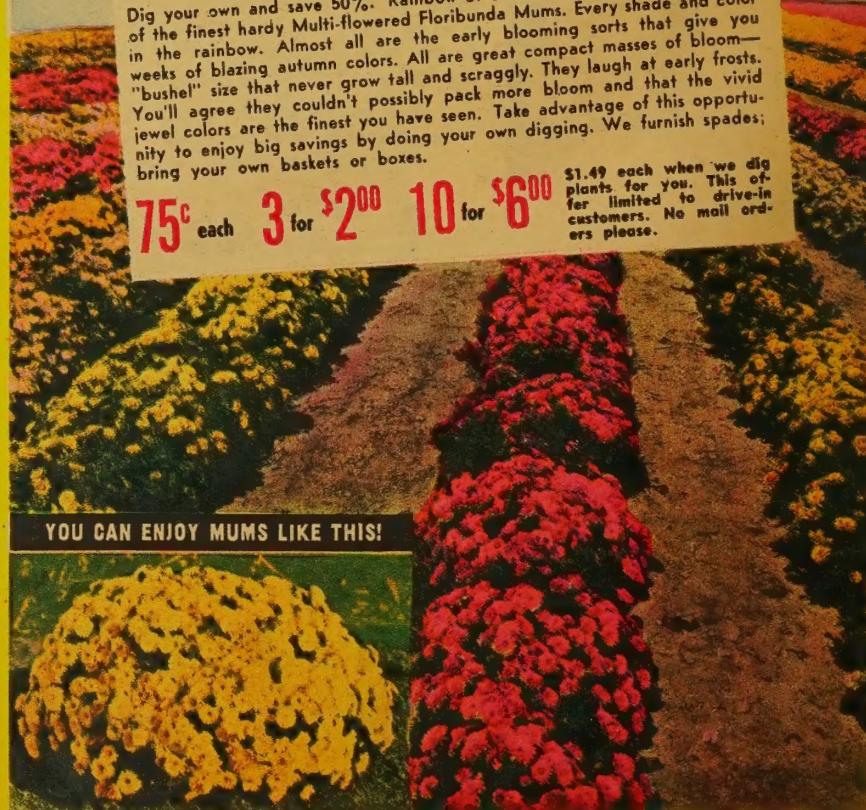
Featuring the Finest Jewel-Tone  
Floribunda Cushion Mums



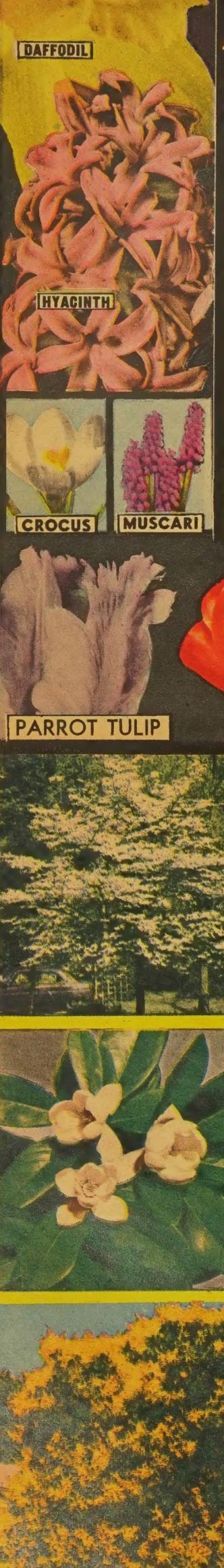
Dig your own and save 50%. Rainbow of colors made up of 144 varieties of the finest hardy Multi-flowered Floribunda Mums. Every shade and color in the rainbow. Almost all are the early blooming sorts that give you weeks of blazing autumn colors. All are great compact masses of bloom—"bushel" size that never grow tall and scraggly. They laugh at early frosts. You'll agree they couldn't possibly pack more bloom and that the vivid jewel colors are the finest you have seen. Take advantage of this opportunity to enjoy big savings by doing your own digging. We furnish spades; bring your own baskets or boxes.

75¢ each 3 for \$2.00 10 for \$6.00

\$1.49 each when we dig plants for you. This offer limited to drive-in customers. No mail orders please.



YOU CAN ENJOY MUMS LIKE THIS!





# BROADLEAF EVERGREENS



"Christmas All Year"  
**AMERICAN HOLLY**

Finest broadleaf evergreen in America. Cutting twigs only increases density and form. Grows in sun or partial shade. We grow thousands and never have enough. These plants are seed-grown from selected types that have endured northern winters for as long as 70 years.

\* Catalog No. BE5 \$1.00 Each



**GOLD LEAF**

*(Euonymus japonica aureo-marginata)*  
Lustrous, golden-leaved evergreen shrub. Rather tender so plant in protected spot. Usually winters over in St. Louis. A brilliant touch of color for your garden.

Heavy plants growing in 2-gal. containers  
Catalog No. BE2 \$1.79  
3 for \$5.00 Each



**Extra Special  
Red-Berried BURFORD HOLLY**

*(Ilex cornuta burfordii)*  
A shrub Holly growing to 6 ft. with thick lustrous evergreen leaves and heavy clusters of large sparkling red berries. Considered tender this far north, yet beautiful, mature specimens in St. Louis have lived for years. This Holly is self pollinating.

15-18 in. plants Container-grown  
Catalog No. BE6 \$1.79 Each

IT'S EASY TO DRIVE TO

## PLANTLAND

1 1/2 Miles South of Elsberry on Highway #79 and the New St. Charles Bridge Now Open

An hour from West St. Louis on new Highways 70 and 79—a beautiful drive up the Mississippi River hills. You will find adequate parking facilities, a spot to eat your picnic lunch and informed sales people to assist you with your planting problems.

\* CONTAINER GROWN PLANTS

FORREST KEELING NURSERIES  
Phone Twin Oaks 8-5571

ELSBERY, MISSOURI



**CHINESE HOLLY**

*(Ilex cornuta)*  
One of the finest forms of bush or small tree holly. Lustrous leaves and bright red berries. This variety is self-fruiting—requires no cross pollination. Has proven hardy at our location for the past decade.

Gallon container-grown plants  
3 for \$4.25 \$1.49 Each  
Catalog No. BE7



**OREGON GRAPE HOLLY**

This broadleaf evergreen is easily grown, with shiny Holly-like leaves and clusters of yellow flowers followed by bunches of blue berries. Thrives in shade or sun. Ornamental foliage is useful for cutting.

Husky 12-15 in. compact plants.  
Best we have ever offered at Harvest Sale \$1.00 Each  
Catalog No. BE9



**ROUNDELF JAPANESE HOLLY**

*(Ilex rotundifolia)*  
The most reliable and attractive of the shrub holies. Rich, lustrous evergreen foliage of deepest green. Choice for entrance, corner or foundation planting and excellent for hedging, free-growing or clipped as desired.

Heavy, gallon container-grown plants.  
Catalog No. BE8  
3 for \$5.00 \$1.79 Each  
10 for \$15.00



**STAR VALUE**  
**ABELIA GRANDIFLORA**  
*(Glossy Abelia)*

Here is an exquisite broadleaf evergreen that is simply charming month after month. Abelia begins to show its dainty shell-pink bloom at break of summer and simply doesn't stop blooming until frost. Rich, lustrous foliage persists year round, except in most severe winters. Our plants grow to about 3 feet which makes them superb for low-line massing, entrance pieces or choice hedging. Abelia is noted as a shade-area plant; yet ours thrive beautifully in the nursery in full sun and through the worst drought on record!

\$1.00  
Each

Last spring to prepare for our Harvest Sale we potted just 1000 plants in 2-gal. containers. At this long, Catalog No. BE1

\$1.00



**MAGNOLIA GRANDIFLORA**

No other broadleaf evergreen is like the fabulous Southern Magnolia—huge, leathery, evergreen leaves.

This romantic Magnolia towers to 90 feet in its southern range but is more often 20 to 30 feet when grown in the north.

We are north of the Magnolia Grandiflora native range, yet our plants have thrived and are well acclimated. This plant is worth planting in a protected spot as far north as St. Louis or New York.

\* Catalog No. BE10 Container-grown plants \$1.79 Each  
3 for \$5.00

\*\*\*\*\*  
**WINTER EMERALD**

A fabulous Broadleafed Evergreen shrub! Distinctly upright growing with rich dark foliage. Extremely easy to grow, and it holds its foliage tenaciously in late winter. Superb in the modern planting, and a superior substitute for boxwood.

Harvest Sale Special  
\* Catalog No. BE3 \$1.00 Each



\$1.50

FREE GIFT for EARLY BIRD CUSTOMERS

FREE, on all orders \$5.00 or more, received within 10 days, a plant package with a value of \$1.50. This will consist of a Song Bird bundle—3 ornamental shrubs that bear fruit and that will provide a nesting haven for your feathered friends. These are flowering-type that will make an attractive grouping in the corner of your garden.

These shrubs cannot be dug until dormant and will be shipped with balance of your order at proper planting time. Early drive-in customers may choose instead one container-grown tree, shrub, evergreen or rose from a special gift selection. Value \$1.50 or more.

PLEASE—You must attach this coupon to your order, or present at Plantland at time of purchase to receive gift. Only one coupon honored per family.

Annual Harvest Sale

FORREST KEELING NURSERY  
PLANTLAND

ELSBERY, MISSOURI  
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